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PROFESSIONAL DEVELOPMENT PROGRAM

FOR

OUTDOOR RECREATION MANAGEMENT

CLEMSON UNIVERSITY

AN ANALYSIS AND RECOMMENDATION FOR IMPROVEMENT

FOR

CASS LAKE DISTRICT VISITOR INFORMATION SERVICES

BY

WILLIAM R. MENKE - DISTRICT RANGER

1979

ACKNOWLEDGEMENTS

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ANALYSIS AND RECOMMENDATION FOR IMPROVEMENT

by William R. Menke

I. INTRODUCTION

The Cass Lake District is located on the Chippewa National Forest in north central Minnesota. The portion of the Forest occupied by the District lies within the forested portion of the state just east of the transition zone between the Tall Grass Prairie Ecosystem to the west and the Northern Conifer/Hardwood Ecosystem to the east. It is relatively flat and offers little long distance viewing. The District does, however, provide much visual diversity. The scenery varies with age of timber and with the many different vegetative types such as: marsh, conifer, hardwoods, lake, etc. The District is also unique due to the many large lakes present within the boundary. Portions of Leech, Winnibigoshish, and Cass Lake with 109,415 acres, 69,821 acres, and 29,775 acres respectively, are within the District boundary. These rank fourth, fifth and eighth in size of Minnesota lakes.[1] There are also numerous smaller lakes present.

The Cass Lake District has a large developed recreation workload, with a total of 341M PAOT (People At One Time capacity) Days

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[1]Minnesota Department of Conservation, 1968 Inventory of Minnesota Lakes.

in ten campgrounds. The Norway Beach Complex alone has 122 family camp spurs, 700 feet of developed recreation beach (on peak day 1¼ mile of beach used), 28 picnic sites, a trailer dump station, a sewage disposal plant capable of handling the waste of a city of 3,000, etc.

The Administrative Site is located on U. S. Highway 2, a major east-west travel way (4,800 ADT),[2] thus being readily available to serve the traveling public.

II. OBJECTIVES OF THIS STUDY

The overall objective of this study is to increase the effectiveness of the information and interpretive efforts on the Cass Lake District presenting our recreational opportunities and facilities, to the public, in the most attractive interesting package possible. It is my hope that this paper will develop into a model, that could be used by other Districts in the Region or even nation wide, for analyzing their present VIS situation. The paper would lay out one thought process and scheme for improvement of District facilities.

Our goal is to have visitors leave our office with the feeling that: "I got some good information here; they know what they are talking about! This is not just a work center, it is also a source of information! The displays are well done and interesting; it is

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[2]Minnesota Department of Transportation (MDOT), 1978 Traffic Count (includes 820 ADT heavy commercial).

a nice place to visit; I am glad I came! In other words, they are Good Hosts."

We recognize that one of the biggest factors contributing to visitor satisfaction, is the kind of personal contact that is experienced when requesting information or visiting an area. Is the receptionist (employee) friendly? Sincere? Helpful? Is the quality of information good? Are the needs of the visitor met? While this personal contact is of utmost importance, there are many supporting factors which make the contact pleasant.

A. Supporting Factors Studied on the Cass Lake District

1. The appearance of the District office and grounds to evaluate the impression the public has when approaching the building. Is the impression good, indifferent, or bad?

2. The office reception area with respect to its appearance and interpretive information and materials presented to the Forest visitor.

3. The ease with which the visitor can obtain information and the methods we use to distribute that information.

4. The District's VIS programs conducted at Norway Beach as to content of the program and the appearance of the interpreter.

5. The appearance of our VIS exhibit at the state operated rest area on Highway 2.

These are the kinds of things we looked at to meet our needs. Similar items could and probably should be analyzed on

other Districts but the study should be tailored to meet individual needs.

III. EVALUATION OF PRESENT CONDITIONS

We used the following method to evaluate the present conditions of our building. Several of us assembled on the highway approach to the Administrative Site and started walking toward the building, evaluating each area of concern (landscaping, exterior appearance, vestibule, reception area, etc.) from a visitor's viewpoint. We included District Staff, Landscape Architect, and VIS Specialist. It would be helpful to have a candid, non-Forest Service, individual who was first time visitor. We did not include an outsider because of the time restraints for submitting this report. A spirit of being openminded and candid is very important during this phase of evaluation. It is a walking brainstorming session and hurt feelings cannot enter the picture. Your "pride and joy" might be called "terrible." You, as a manager, just have to accept this and then decide if your "pride and joy" stays or goes.

Our evaluation, in chronological order, follows in Sections III and also in Section IV, because at the same time the critique is taking place, new ideas for improvement are also being expressed.

A. Exterior Appearance of District Office and Grounds.

The Cass Lake District is fortunate to have a modern structure. It is a 22 person design, completed by the Lydick Lake

Job Corps in 1968. The structure is well maintained, and the only particular problem with the exterior of the building itself is a window in an added vestibule which does not match the other windows.

The landscaping of any building influences the impression the visitor has and also the real value of the building.[3] In our case, the landscaping leaves much to be desired. Foundation plantings and shrubs are almost non-existent. Those that do exist have not been maintained and are dead or dying. There are very few trees in the public portion of the site. This combination of lack of trees and foundation plantings, in the public area, gives the appearance of sterility and is uninviting.[4] Photographs in Exhibit 1 depict the present condition. In those photographs, plantings surrounded by chip beds are part of the new design explained in Section IV-A.

B. Office Reception Area and Vestibule.

Immediately outside the main entrance we have enclosed what was formerly a porch and canopy area. This was done to stop the cold winter winds from coming directly through the opened door and is functional for that purpose. The exterior of this addition is well matched to the building, except for the window, and can be

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[3]American Institute of Real Estate Appraisers, The Appraisal of Real Estate, 1973.

[4]Consultations with Landscape Architects, Robert Talbert and William Duncanson, Chippewa National Forest.

seen in Exhibit 1, but the interior is unfinished, dark and rather crude. It does nothing to welcome the visitor, and in fact, detracts from the feeling of being welcome. The design for the interior of the building allots approximately 165 square feet for a public reception area. This area is roughly L-shaped and is adequate in size for the normal number of visitors. However, in our opinion[5] the appearance of the reception area, like the exterior, is quite sterile and does nothing to provoke the interest of the visitor. Presently there is: a framed Forest map, a couple of pictures, a nice wooden map showing all Lake States Forest, and a table with brochures. None of this involves or excites the visitor's interest. See Exhibit 2.

C. Obtaining Information.

"The average recreationist is exposed to a variety of information and opinions concerning outdoor activities, equipment, and locations; however, the user is not always able to locate more or better information."[6]

Presently, we have a small table with miscellaneous brochures of general purpose information, such as "Why Leaves Change Colors." Anyone desiring a map, or information about recreation opportunities, on the District, must ask the Receptionist.

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[5]District Staff, Forest Landscape Architect and Regional Office VIS Specialist.

[6]Region One U. S. Forest Service, Recreation Opportunity Guide.

She answers questions, sells maps, or refers the visitor to someone else in the office. We have a few handouts but the only comprehensive source of recreation opportunities available is a somewhat outdated looseleaf binder listing some local attractions. For instance, if someone asks about a topic such as hiking trails, the only information available is from the receptionist's personal knowledge or from a small Forest pamphlet about trails. No specific information about each trail is available. In the case of the visitor who does not have a specific motive, but is just wondering about "what is available," there is little to entice him or her. For instance, it would be by accident that the visitor learned that the Minnesota State Champion White Pine is only a few miles away. The foregoing statements were based on personal observation of visitors inquiries, and the receptionists' responses for a one year period during 1979 with more intense observation following the Clemson course. It was also based on discussion with our Assistant Ranger (Recreation) and our reception staff.

D. VIS Evening Programs.

We presently conduct evening programs two to three times per week at the Norway Beach Complex, during the summer months. A variety of topics and methods of presentation are employed. All programs are arranged, and most are presented, by a seasonally employed "guide." However, some programs are presented by guest speakers such as the Forest Wildlife Biologist, District Timber

Staff, etc. Methods of presentation often include visual aids such as slides and slide tapes. Past subject matter has been on many topics including: Indian History, Rock Fireplace Construction, Local History, Construction of Log Buildings, Birch Bark Canoe Construction, Multiple Uses, etc. Occasional daytime programs such as Beach Hikes, Auto Tours, Berry Picking and Bike Hikes are also presented.

The topics are pretty well thought out and are developed with the cooperation of our District and Forest Staff. They usually begin with a two to three minute "commercial" about the Chippewa National Forest and our multiple use objectives, then branch out into the specific program for the evening. We do not think the topics are a particular problem, but one of my primary concerns is over the appearance of our personnel conducting the program. Because they are temporary employees, we have not always done the best job of insuring that the proper uniform was worn. In the past, District personnel have contributed a few uniform shirts to these seasonal employees. However, pants, nametags, etc. were often not regulation uniform components. No tie or hat has been required.

E. Highway 2 VIS Exhibit.

The District operates a three panel, permanent VIS display located one-half mile east of town at the state operated rest area on U. S. Highway 2. This recently completed display is attractive and functional. It consists of two 3 x 4 foot and one 4 x 4 foot glass covered panels with a Forest map and photo displays. We have

several interchangeable displays which are rotated according to the season of the year. The displays we have completed to date are: "Multiple Use on the Chippewa," "Bald Eagles," "Wild Flowers," "Recreation on the Chippewa," and "Winter Recreation." Photographs in Exhibit 3 depict this facility.

IV. DIRECTION FOR THE FUTURE

A. Exterior Appearance of District Office and Grounds.

This was recognized as a problem in the spring of 1979 and we requested the assistance of the Forest Landscape Architect to help prepare a new landscaping plan. Our ideas were to provide a pleasing appearance throughout the year by providing a variety of textures, colors, and blooming characteristics. The new plan was approved in September 1979, and implemented by planting some species in October. Additional planting is to be done in the spring of 1980 and then as funds become available. The future landscaping is depicted in Exhibit 4. There are a few additional landscaping items that are not included in the new landscaping plan, but which we feel are important. These are minor expense items that are the "Final Touches" to improve the mood of the visitor.

1. We plan to install a sign saying "WELCOME - Information Inside." This location needs to be coordinated with our Landscape Architect but will probably be placed in the driveway island, which can be seen in Exhibit 4.

There are already directional signs on Highway 2

stating "National Forest Information - 1,000 Feet Ahead" and arrows directing travelers to our office. Our sign will be the final touch to set the mood and let the visitor know that they have found the right place and that they are welcome.

2. Our present sign for "VISITOR PARKING" is on the left side of the driveway with a small arrow to the visitor parking lot. It is barely noticeable because the visitor is looking to the right, at the building and large identification sign.

We are planning to move the "VISITOR PARKING" sign to the head of the visitor parking lot. The proposed location is shown in Exhibit 4.

3. The lot in front of the office is supposed to be for visitor parking. We have been allowing some Forest Service vehicles to park there. In the future, we will reinforce the fact that all Forest Service vehicles should be parked in the parking lot behind the office.

The above items (1 - 3) are minor but they convey to the visitor, the impression that he is something a little special. All of us should consider these kinds of things which promote the Good Host image.

4. The final item planned to improve the exterior appearance is the replacement of the small horizontal window in the vestibule. We plan to install a vertical casement window that matches the other windows. This is in agreement with the recommendations of the Landscape Architect and Regional VIS Specialist.

The exact dimensions and installation techniques will be coordinated with the Landscape Architects and Engineering.

B. Office Reception Area and Vestibule.

In order to improve the appearance and interpretive services provided, input was requested from our Forest Landscape Architect, Robert Talbert, and our Regional VIS Specialist, James Massey. On site discussions, detailed in Section III, have generated the following description explaining what is planned to improve the area.

1. Vestibule.

Our primary objective in this area is to increase the lighting and brighten the interior. The larger vertical window mentioned in Section IV-A-4 will vastly improve the natural lighting and feeling of brightness.

The exposed stud walls will be finished with some type of rough sawn paneling such as Northern White Cedar. This will be left in a natural light color. The other walls and ceiling, which are presently dark redwood stain, will be stained a light color complimentary to the cedar paneling.

We are planning to increase our VIS capabilities by using the vestibule walls for some inexpensive interpretive panels. These will most likely be hardboard covered with light colored burlap and will be used for seasonal information or public interest projects. For instance, we will encourage visiting elementary classes to draw a picture of what they learned. We will then

group these pictures and display them on the vestibule panels for a period of time. These displays will be changed as new opportunities occur. Changes can easily be made by using Velcro strips to mount the displays.

One other item in the vestibule which should be considered is the floor covering. As we get farther along with remodeling the area we might want to consider using indoor/outdoor carpeting or an Astroturf type of floor covering. This would be just one more item contributing to the feeling of being made welcome.

2. Interior Reception Area

The overall purpose for this area is to disperse information to the public in an atmosphere of warmth, interest, neatness, welcomeness, friendliness, and competence of the staff. The area should also feel and look like a Forest related office. At the conclusion of the contact the visitor should leave knowing about the opportunities on the National Forest and feeling good about his visit.

The format I have chosen to use for discussing this area is to begin at the visitors left as they enter and progress clockwise around the room. Refer to Exhibit 5 for locating the following areas.

a. Looking over the counter toward the clerical staff, Area A. The situation in this office is similar to many District offices around the country with a working area being directly in

view of the visitor. Therefore, we need to constantly be on the alert to reduce clutter on desks and files. To eliminate some of the visual distractions we plan to install a narrow screen to shield the desk of the Receptionist, but not the Receptionist herself. Several attractive choices of padded, burlap dividers are available through normal supply channels. Other materials could also be considered to best fit your decor. One thing we are going to explore is a fabric panel hanging from ceiling to floor. Specifically, we are going to look at the various prints available from Merimeko Designs. These are translucent fabrics with appropriate designs such as trees or leaves, and are similar to a silk screened process. James Massey, of our Regional Office, worked with me to obtain a catalog. We found a local (Bemidji) fabric store that is getting the catalog for us and will then order whatever we choose. Other fabrics should also be considered. If silk screening is available to you, a plain fabric such as a sheet could be silk screened with an appropriate design. Many people will consider some of these ideas as being "way out." They are expressed just to get you thinking of alternatives which might be available.

Our file cabinets are typical "battleship gray" and not very fitting with our wood paneling and gold/brown carpet. They should be repainted either off white to match the unpanelled wall or, wood grained to match the paneling would be suitable.

When considering your area, even small items are important.

Things we live with and take for granted every day may be obtrusive to the visitor. For instance, the chair of one of our clerks is bright orange with battleship gray frame. Like the file cabinets, it does not fit with our color scheme either and should be replaced with a comfortable wood chair or at least one in a brown color.

When redesigning your office area, you might want to consider our thought that an office is more comfortable to the visitor if it is decorated with personal belongings.[7] This must be done tastefully and coordinated with your local decorating scheme. Such things as macrame wall hangings, photographs, or watercolors done by the person seated at that desk could be appropriate. It is the local managers responsibility to insure that these decorations are done in taste.

b. North Display Wall, Area B. The display on this wall is depicted in Exhibit 6. All items are "free floating" mounts without frames and designed to stand out about one-half to one inch from the wall.[8] The various sized photographs will all be local in nature and will be keyed to the map and also to the Recreation Opportunity Guide, placed on the cabinet below the display.

On the top of the cabinet we will have the Recreation Opportunity Guide and a pad of forms for requesting pages from the Guide. The

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[7]District Staff, James Massey.

[8]Available from: USFS Washington Office, Office of Information. Contact: William G. Hauser.

bins are for handouts and should be designed so the visitor can easily see what is available. The storage area, in the bottom is for handout storage.

c. East Display Wall, Area C. The display on this wall is depicted in Exhibit 7. The large Lake States map is already in place. Photographs will be free floating frameless mounts.

Along this wall, we presently have a gold vinyl covered lounge. It is larger than it needs to be and also out of character with our decorating scheme. Plans are to replace it with a simple wooden seating area. This could be a split log bench, a Deacon's Bench, a church pew, or something similar. In front of the bench we will have a small split log coffee table with a few well placed brochures.

At the top of this eight foot wall is a horizontal fascia type board. It is painted so that it contrasts with the upper wall and thus breaks up the feeling of height offered by the cathedral ceiling. A change in paint will recreate the feeling of height and spaciousness.

d. South Window Area, Area D. These windows are very nice but they admit an excess of harsh light on the exhibits. There are several things we plan to do to make this wall more interesting and the lighting less harsh.

In the lower windows, hanging plants will be utilized to create interest and subdue the light. In front of the windows we plan to place a series of wooden cubes. Potted plants will then

be placed on and in these cubicles. These cubes will be 1 x 1 foot and multiples thereof so that they can be stacked in various arrangements to create interest.

In the upper windows we again plan to explore the use of some kind of Merimeko print to soften the light. Other fabrics should also be considered.

e. Floor. The floor in the main reception lobby, delineated by walls A, B, C and D, is presently vinyl tile. Jim Massey pointed out to us that these look efficient but do not do much for carrying out the theme of the area. We are recommending that, sometime in the future, we replace the tiles with a wood parquet floor. With the modern finishes now available, it should not be any harder to maintain than the tile but will do much to improve the atmosphere in the reception area.

f. Hallway, Area E. This hallway leads to other offices in the building and has recently become more important from a VIS standpoint. We have recently moved our Assistant Ranger (Recreation, Fire, etc.) and his staff to the basement office. Therefore, this hallway has become more of a public area which we felt should be considered in our overall plan.

Presently, the only thing in the hallway is a large bulletin board with all manner of miscellaneous office notices. This information is not of value to the public and detracts from the appearance of the area. It will be moved to the basement employee

meeting area. After the bulletin board is moved, there will be three blank walls in the hall, each of which is approximately eight feet long. These three wall sections will be used for various photograph displays with each section having a theme of its own. One section might carry the subtle theme of "Look Closely" and would display all manner of small things in the Forest. These photographs would be close ups of things like moss, british soldiers, mushrooms, small flowers, spider web, etc.

Another wall will be devoted to the "Bald Eagle on the Chippewa" and will include various sized photographs of the eagle and its habitat.

We have not made a definite decision on a theme for the third wall yet. However, one that I am presently favoring is a "Timber Management" theme. I visualized it to include photographs of planting, T.S.I., harvesting, various aged stands, logging equipment, a Forester boring a tree, etc.

To get to the basement, the visitor goes down two flights of stairs in a switch back arrangement. Presently all walls in this rather large (13 x 9 foot) stairwell are bare of any decoration. We considered making this area into a photo gallery, but after discussions with our Regional VIS Specialist have changed our minds. We do not want to encourage visitors to linger in this part of the building to view photos. Additionally, because we have already planned for a considerable number of photo displays, we want to

explore a different medium. Therefore, we have decided to cover all of the walls in the stairwell with a mural type wall paper. This covering is a reproduction of an actual photograph of a hardwood stand and is from the perspective of a person standing in the Forest and looking ahead through the tree boles. See Exhibit 8. Once this wall covering is in place, someone traversing the stairwell will get the feeling of walking in the Forest. Below the wainscotting in the lower part of the stairwell, the wall should be painted off-white or a color complimentary to the mural.

One other minor item planned is to install some small 4 x 4 inch Cross County Ski Trail markers at strategic locations in the hall and stairway. Our receptionist can then say something like, "This is a cross country ski marker used on some of our trails - if you will follow them down the hall, they will lead you to our Assistant Ranger (Mr. Gustafson)." This is just another subtle means of conveying information at the same time serving a functional purpose.

g. Maintenance of Displays. Because photographs gradually fade and because we do not notice that gradual change, we tend to replace them too infrequently. When not done on a regular schedule the faded photograph can become objectionable to the visitor. Therefore, we plan to set up a definite schedule when the photographs will be replaced, probably at one to two year intervals.

C. Obtaining Information

In making the decision on the best method of dispersing information to the general public I have consulted with James Massey and Grenville Lloyd (see acknowledgements). It appears as though the Forest Service is developing some national direction for improving our methods of dispersing information and making visitors feel welcome. This effort includes highway signing, administrative site signing, reception area layout and probably development of a Recreation Opportunity Guide (ROG). It sounds as though a lot of good ideas are in the pipeline and my efforts will need to be closely coordinated with them. As part of this project, I will endeavor to place the Cass Lake District in the position of being a leader, incorporating and trying these new ideas as they become available. That posture would be a long term undertaking of this project.

The need for the Recreation Opportunity Guide is, I think, nicely expressed in the following excerpt from the R-1 ROG.

> The Recreation Opportunity Guide (ROG) was developed in response to the need for a coordinated system of information about recreation opportunities available on National Forest and intermingled corporate lands.
>
> Over the past decade or two, the lifestyle of the average American has changed significantly. Improved working conditions, increased income, additional leisure time, and greater mobility have combined with other factors to result in a dramatic growth in participation in outdoor recreation activities. Because of increased activity diversity, the "typical user" of our National Forests can no longer be easily defined. Rather, we

> are dealing with a heterogenous population of users as diverse and overlapping as the activities which they enjoy, composed of all age groups, economic backgrounds, cultural settings, experience levels, perceptions, and expectations.
>
> As a result, problems and concerns have surfaced about management of National Forests and other lands. Many areas have become overcrowded, user conflicts have developed, resource damage and degradation have become apparent, and there is steadily increasing use pressure on designated wildernesses and primitive area. Obviously, this Guide does not present a program of relief for all these problems. However, it does provide a means for informing visitors and solving some of these problems.
>
> Through the ROG, the Forest Service will become more accessible to the recreationist. The ROG will accumulate, into one systematic source, current resource management policies and the knowledge and expertise of its employees. It seeks to disperse recreationists through providing alternatives to well known and overused areas. It can channel use away from over used wildernesses and primitive areas, thereby aiding in their preservation and improving visitors' experiences. The guide also provides information pertaining to health, safety, and environmental education. It will provide the opportunity for the Forest Service to better manage both the recreation resource and users of that resource, and for improving the quality of visitors' experiences.[9]

After considering the above direction and reading the sample ROG from the Lolo National Forest, it is my decision that a publication very similar to the Lolo ROG but with perhaps a slightly different format, will serve a valuable purpose in dispersing detailed information desired by the public. One change proposed is to make our

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[9]Region One-United States Forest Service, Recreation Opportunity Guide.

Recreation Opportunity Guide more interpretive in nature than the Recreation Opportunity Guide from the Lolo National Forest. Instead of just a description of the trail, we would endeavor to involve the trail user to a greater extent. We envision our ROG containing statements such as, "When you get to the top of the small ridge, think about the powerful glacial forces that were at work here." Therefore, part of my project will be the eventual completion of a Recreation Opportunity Guide (ROG) for the Cass Lake District. It would also include major recreation opportunities such as camping, hiking and skiing, for the other Ranger Districts on the Chippewa.

The activities we have selected to feature in the Cass Lake Ranger District ROG are: Bicycling, Bird Watching, Boating (Canoeing, Sailing, Powerboats), Camping and Picnicking, Cross Country Skiing/Snowshoeing, Downhill Skiing, Fishing (Lake, Stream), Identification/Gathering (Christmas tree cutting, firewood gathering, berry picking, ricing), Interpretive Programs, Hiking, History, Hunting, Jogging and Parcourse, Off-road Vehicle (motorcycle and 4 wheel drive), Self-Guided Trails, Sightseeing (by auto), Sledding (tobogganing, tubing), and Snowmobiling.

We have already started gathering information which will be converted to a ROG format and will be working with the Regional Office on visual graphics, printing, etc. We like the idea of using the International symbols to direct people but the format will

probably be a combination of the format from the Lolo ROG and the "Guide to Outdoor Hiking Trails in England." See samples in Exhibit 9. This will undoubtedly take most of the next year to complete. Once it is done, it will be placed on the cabinet in our reception area (as was depicted in Exhibit 6) along with a bound pad of ROG Page Request Forms. Pages handed out to the public will be actual printed pages rather than photocopies. This insures high quality and because they are already punched enables the visitor to eventually accumulate his own ROG.

D. VIS Evening Program.

A visitor takes it for granted "that the interpreter (speaker), possesses special knowledge that he himself lacks, and he respects both that knowledge and the possessor of it-especially if he is in uniform."[10]

After analyzing the present situation, I feel that we definitely need to improve the appearance of our personnel conducting the evening programs. In the future, we plan to require our interpreters to wear the following uniform components when presenting a program or working with the public:

1. Dress shirt
2. Tie
3. Stetson hat (optional)

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[10]Freeman Tilden, Interpreting Our Heritage.

4. Dress pants (field pants if program is field oriented)

5. Nametag

6. Seasonal wool coat (if weather requires it)

7. Brown belt, and brown shoes (boots allowed for field programs.

As stated in FSM 6159.03d, "Mixing of uniform components with civilian clothing is not permitted."

As soon as our seasonal interpreter is selected we will determine their clothing sizes and order the above components for the employee so they are on hand at the beginning of the recreation season.

We presently have a considerable amount of material which we use to orient and bring our seasonal interpreter up to speed. However, we need to develop an Interpreter Training Program in cooperation with our Supervisor's Office VIS Staff. Additional items which should be included in the training material are: Interpreting Our Heritage by Freeman Tilden and Interpreting The Environment by Grant Sharpe.

E. Highway 2 VIS Exhibit

The display at the rest area is in good shape. One small item that needs to be done is to add a small sign stating "Additional information is available one mile west at the Cass Lake Ranger Station." We also plan to set up a maintenance schedule to clean the glass, remove cobwebs, etc. since any exhibit must be maintained in order to achieve maximum effect.

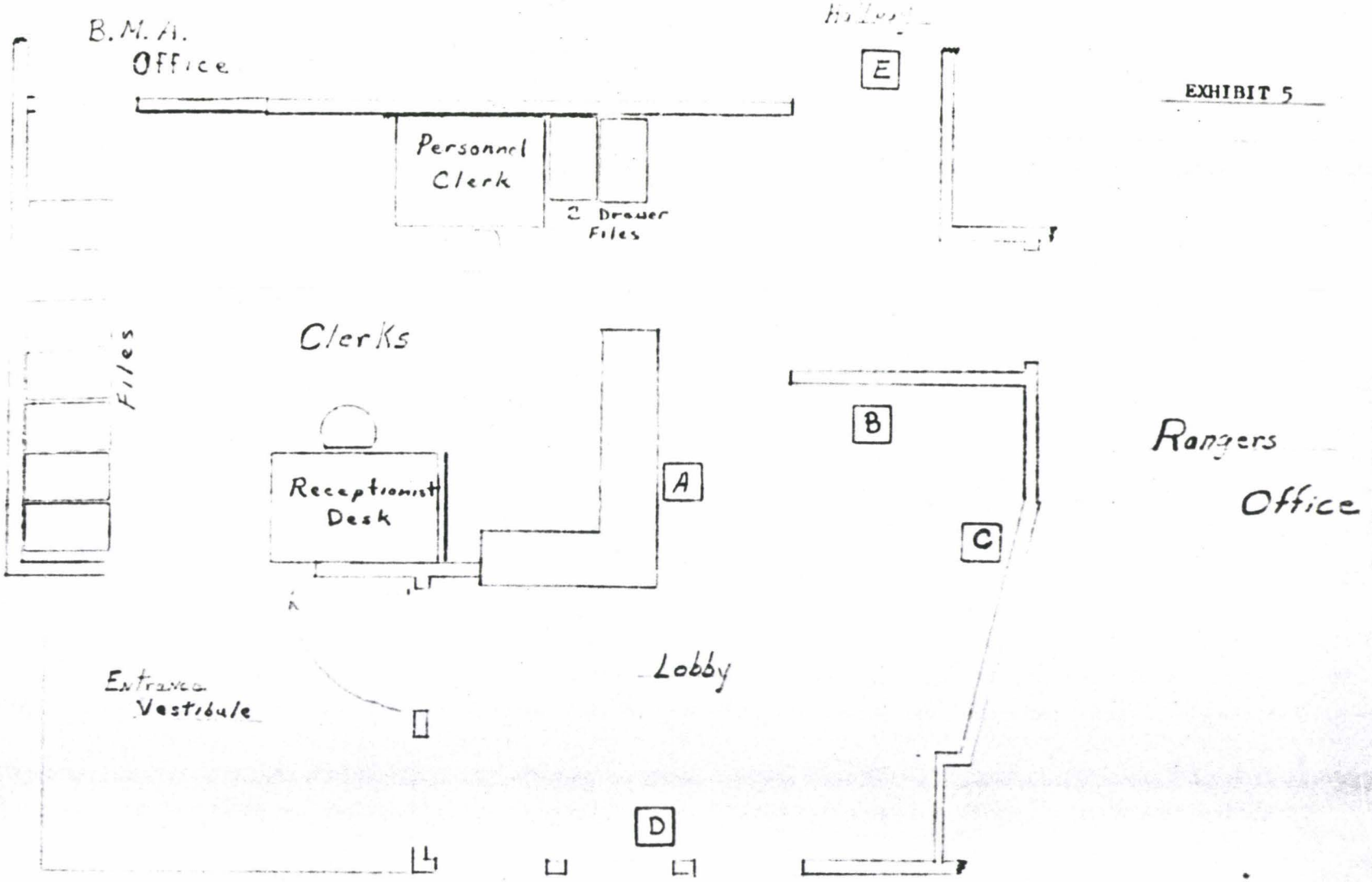
V. SUMMARY

This paper should be considered as an outline or model for improvement of a typical Ranger Station. In actuality, it is meant to convey the kind of thought process which you might go through to improve your site. In places, it is probably more specific than others need and is not meant to imply that they should install the same Interpretive Exhibits or do the same kinds of things, which we have chosen to do. However, it is specific because it serves the dual purpose of being a working plan for this particular District.

One of the basic philosophies we have used is that the planned exhibits are relatively inexpensive. They are to be constructed by our own District and S.O. Staff, using local materials and photographs. This is in contrast to having a fancy, expensive, commercially constructed display. We think our product will be just as good at much less expense.

This project is not something that will happen overnight. It will probably take years to complete. We plan to work on one wall or item at a time, as funds are available. We, on the Cass Lake District, have enjoyed working on this and are excited over the work that lies ahead of us.

EXHIBIT 5



Lobby Floor Plan (22 Man Ranger office)

Cass Lake Ranger Dist.

Chippewa N.F.

Scale 1/4" = 1'0"

CASS LAKE RANGER DISTRICT
PROPOSED V.I.S. DISPLAY
(NORTH WALL)

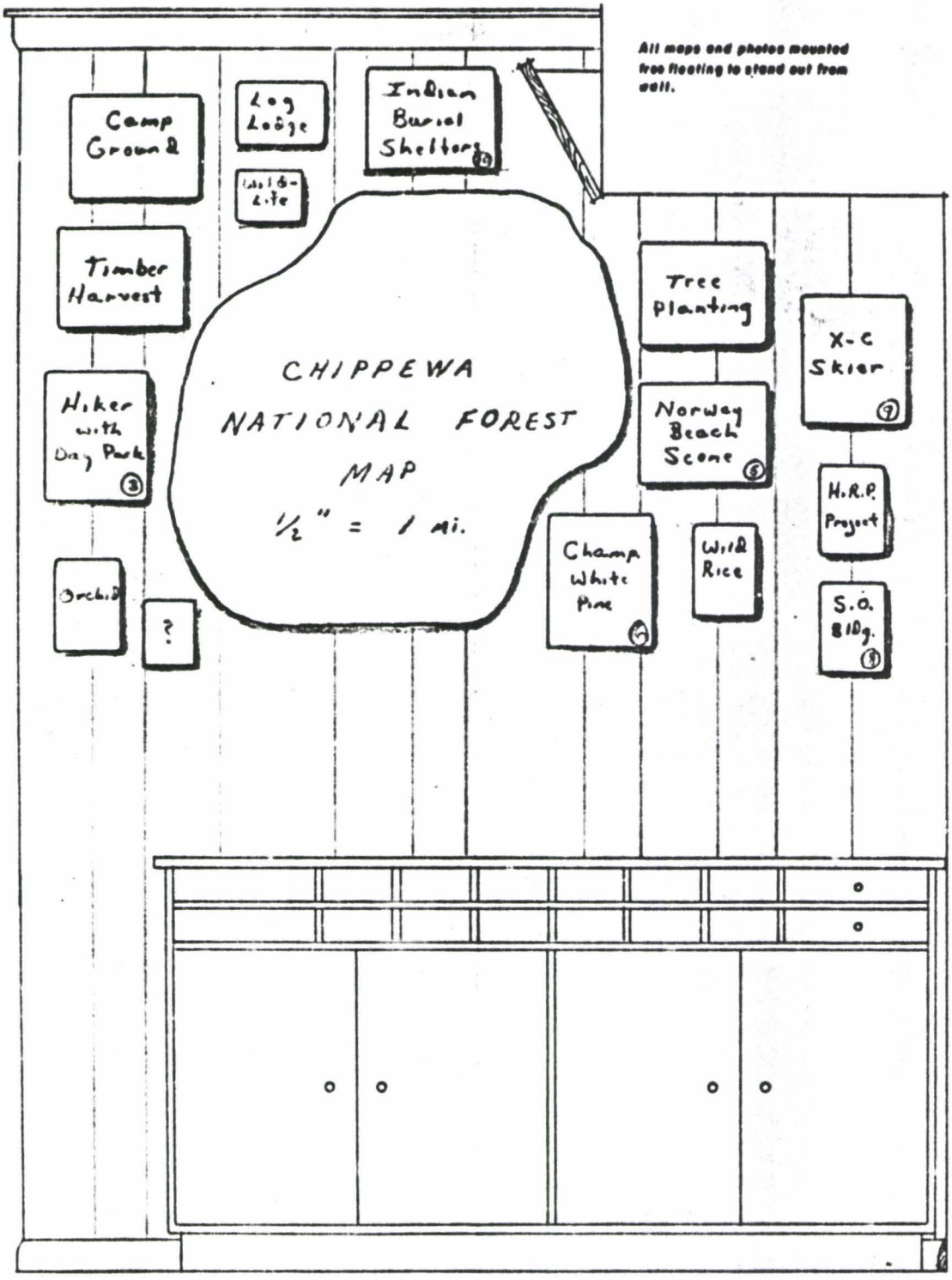


EXHIBIT 6

CASS LAKE RANGER DISTRICT

PROPOSED V.I.S. DISPLAY

(EAST WALL)

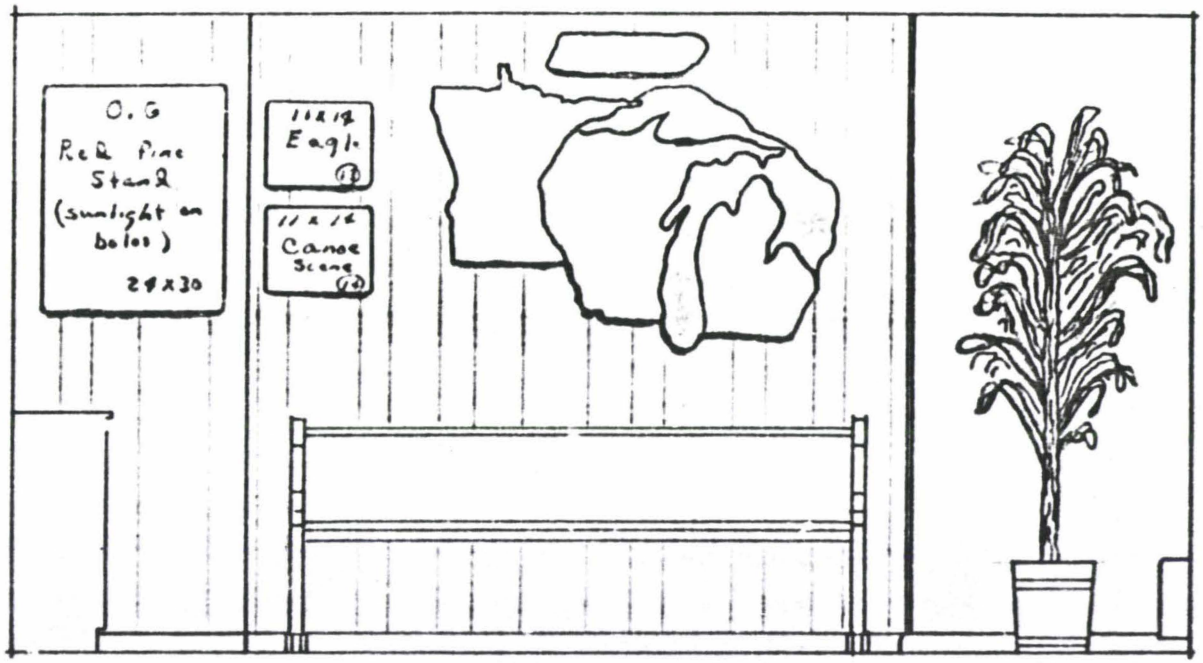


EXHIBIT 7

WRM 2/80

United States Department of Agriculture

Forest Service
Lolo National Forest
Missoula Ranger District

RATTLESNAKE/GOLD CREEK AREA

GOLD CREEK TRAIL #518

TRAIL BEGINNING, 4520 ft. elev. (1380 m.)
Approximately 100 yards above the end of the main Gold Creek Road.

TRAIL ENDING, 5840 ft. elev. (1780 m.)
Forks of Fly Lake and Gold Ridge Trail #76.

ACCESS From Bonner up Blackfoot Highway #200 approximately 9 miles to Twin Creek Logging Camp. Turn left through the logging camp. Stay on the main Gold Creek Drainage Road #126 to its end and continue on the right side of the creek.

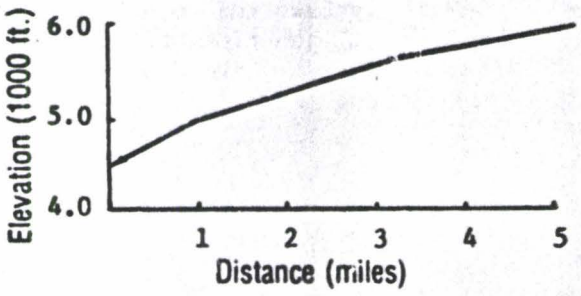
ATTRACTIONS AND CONSIDERATIONS This trail is fairly level providing access up the main section of Gold Creek. Attractions are excellent fishing, cascading waterfalls and an alpine meadow. The undeveloped area provides a near-wilderness experience for an overnight trip or access to the Rattlesnake area.

Length: 5.5 mi. (9.0 km.)

Recommended season:

Spring	Summer	Fall	Winter
	←	→	

Use: Light
Difficulty: Easy
USGS Map(s): WAPITI LAKE and GOLD CREEK PEAK Quads.



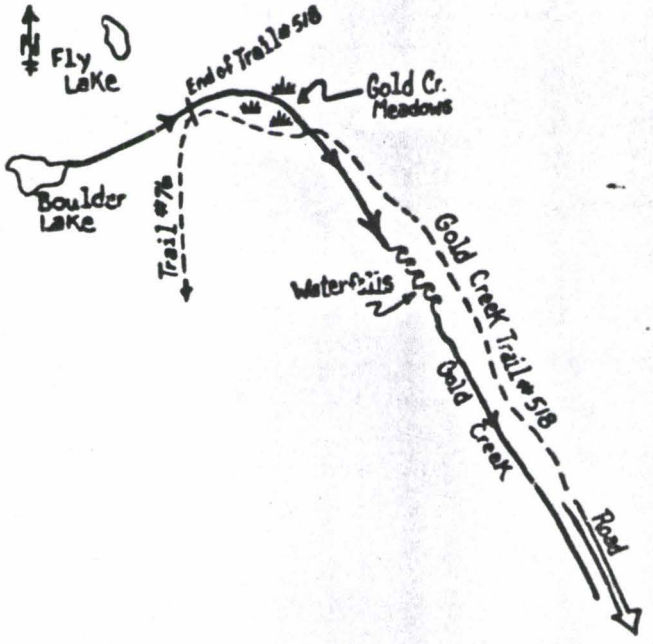


EXHIBIT 9